



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Shelby, AL

Top Tapestry Segments:		Demographic Summary		2008	2013
Up and Coming Families	25.7%	Population		188,369	221,746
Midland Crowd	17.5%	Households		73,283	86,982
Suburban Splendor	11.6%	Families		53,917	63,412
Enterprising Professionals	6.7%	Median Age		36.8	37.7
Southern Satellites	6.4%	Median Household Income		\$69,407	\$76,777

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	104	\$2,800.17	\$205,204,627
Men's	105	\$522.23	\$38,270,379
Women's	98	\$921.28	\$67,514,475
Children's	120	\$498.87	\$36,558,762
Footwear	83	\$402.52	\$29,497,659
Watches & Jewelry	132	\$294.83	\$21,606,183
Apparel Products and Services ¹	127	\$160.44	\$11,757,169
Computer			
Computers and Hardware for Home Use	124	\$260.46	\$19,087,229
Software and Accessories for Home Use	126	\$36.48	\$2,673,539
Entertainment & Recreation	128	\$4,739.47	\$347,322,383
Fees and Admissions	127	\$784.63	\$57,500,335
Membership Fees for Clubs ²	129	\$214.48	\$15,717,440
Fees for Participant Sports, excl. Trips	126	\$143.90	\$10,545,243
Admission to Movie/Theatre/Opera/Ballet	121	\$180.26	\$13,210,099
Admission to Sporting Events, excl. Trips	128	\$78.14	\$5,726,544
Fees for Recreational Lessons	131	\$167.18	\$12,251,740
Dating Services	114	\$0.67	\$49,269
TV/Video/Sound Equipment	123	\$1,761.34	\$129,076,563
Community Antenna or Cable TV	121	\$895.67	\$65,637,074
Televisions	125	\$368.04	\$26,970,929
VCRs, Video Cameras, and DVD Players	126	\$41.87	\$3,068,024
Video Cassettes and DVDs	123	\$80.36	\$5,888,877
Video Game Hardware and Software	124	\$44.35	\$3,249,980
Satellite Dishes	123	\$1.37	\$100,055
Rental of Video Cassettes and DVDs	125	\$63.63	\$4,662,984
Streaming/Downloaded Video	126	\$1.02	\$74,879
Sound Equipment ³	122	\$258.38	\$18,934,814
Rental and Repair of TV/Radio/Sound Equipment	114	\$6.67	\$488,947
Pets	138	\$612.26	\$44,868,129
Toys and Games	130	\$193.68	\$14,193,761
Recreational Vehicles and Fees ⁴	144	\$630.98	\$46,240,228
Sports/Recreation/Exercise Equipment ⁵	117	\$251.57	\$18,435,708
Photo Equipment and Supplies ⁶	129	\$164.38	\$12,045,983
Reading ⁷	118	\$340.62	\$24,961,676
Food	122	\$10,133.99	\$742,649,500
Food at Home	121	\$5,900.00	\$432,370,003
Bakery and Cereal Products	120	\$812.11	\$59,514,189
Meat, Poultry, Fish, and Eggs	120	\$1,471.29	\$107,820,834
Dairy Products	120	\$671.47	\$49,207,209
Fruit and Vegetables	118	\$979.94	\$71,813,094
Snacks and Other Food at Home ⁸	123	\$1,965.19	\$144,014,677
Food Away from Home	124	\$4,233.99	\$310,279,497
Alcoholic Beverages	118	\$701.69	\$51,422,010
Nonalcoholic Beverages at Home	123	\$541.81	\$39,705,781



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	131	\$1,327.87	\$97,309,946
Vehicle Loans	135	\$7,795.08	\$571,247,154
Health			
Nonprescription Drugs	124	\$140.97	\$10,330,446
Prescription Drugs	120	\$683.20	\$50,066,624
Eyeglasses and Contact Lenses	126	\$96.86	\$7,097,877
Home			
Mortgage Payment and Basics ⁹	136	\$12,417.99	\$910,027,375
Maintenance and Remodeling Services	130	\$2,694.09	\$197,431,292
Maintenance and Remodeling Materials ¹⁰	139	\$579.44	\$42,463,239
Utilities, Fuel, and Public Services	124	\$5,655.85	\$414,477,918
Household Furnishings and Equipment			
Household Textiles ¹¹	125	\$175.23	\$12,841,044
Furniture	131	\$860.82	\$63,083,565
Floor Coverings	133	\$129.26	\$9,472,328
Major Appliances ¹²	129	\$390.18	\$28,593,846
Housewares ¹³	118	\$111.51	\$8,172,009
Small Appliances	121	\$42.61	\$3,122,811
Luggage	125	\$12.55	\$919,769
Telephones and Accessories	101	\$43.82	\$3,211,431
Household Operations			
Child Care	139	\$573.16	\$42,002,569
Lawn and Garden ¹⁴	130	\$550.15	\$40,316,327
Moving/Storage/Freight Express	118	\$61.84	\$4,531,978
Housekeeping Supplies ¹⁵	124	\$950.54	\$69,658,665
Insurance			
Owners and Renters Insurance	134	\$659.27	\$48,313,148
Vehicle Insurance	125	\$1,746.50	\$127,988,859
Life/Other Insurance	132	\$756.34	\$55,427,163
Health Insurance	122	\$2,469.32	\$180,959,380
Personal Care Products ¹⁶	123	\$532.97	\$39,057,314
School Books and Supplies ¹⁷	116	\$136.96	\$10,037,088
Smoking Products	117	\$529.34	\$38,791,874
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	130	\$6,708.05	\$491,586,058
Gasoline and Motor Oil	128	\$3,217.23	\$235,768,417
Vehicle Maintenance and Repairs	124	\$1,235.20	\$90,519,078
Travel			
Airline Fares	123	\$513.85	\$37,656,802
Lodging on Trips	127	\$538.85	\$39,488,516
Auto/Truck/Van Rental on Trips	127	\$49.60	\$3,634,617
Food and Drink on Trips	126	\$591.62	\$43,355,477

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.